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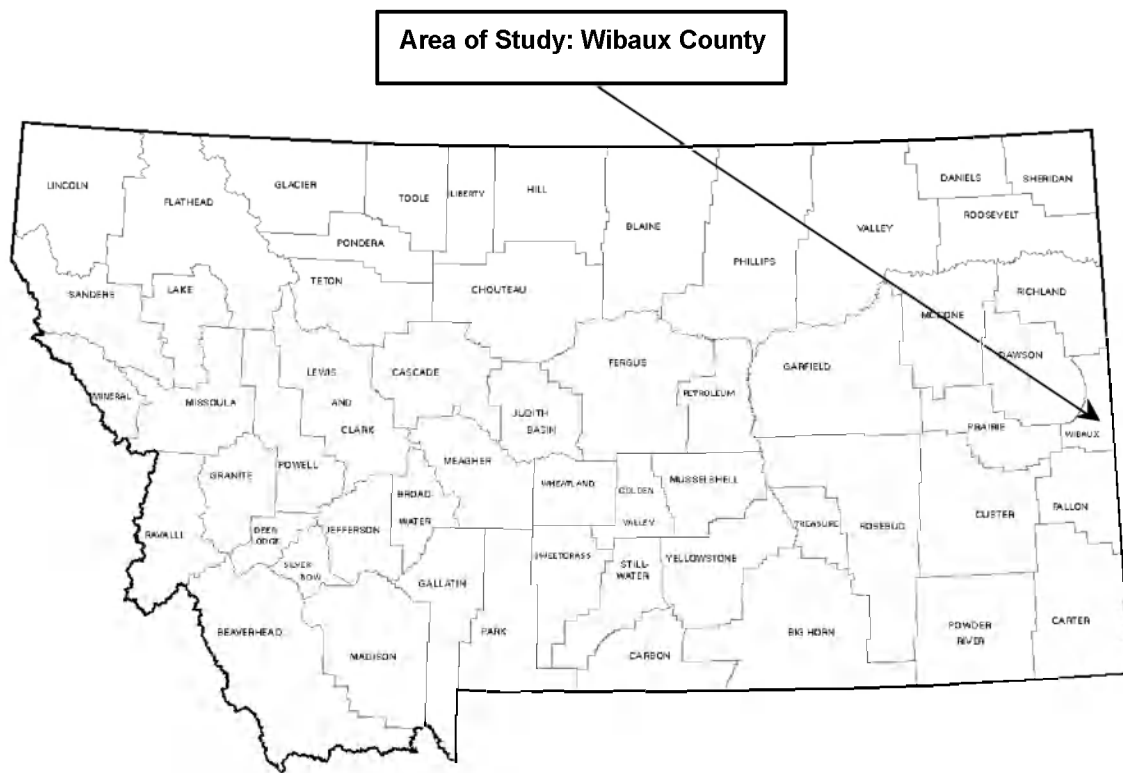
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# Wibaux County Resident Attitudes:

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Exploring Tourism Development Potential  
Montana CTAP 2003-2004



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# **Wibaux County Resident Attitudes:**

## Exploring Tourism Development Potential Montana CTAP 2003-2004

Prepared by

Jim Wilton

Research Report 2004-1  
February 2004

## Executive Summary

This report presents information about tourism in Wibaux County, Montana. The report offers estimated travel volume for Wibaux County; however, due to sample size limitations, traveler characteristics are given for overnight visitors in Dawson County. The report also includes the results of a Wibaux County resident attitude survey, providing residents' opinions and attitudes regarding tourism and tourism development in the state and in the Wibaux area, along with the results of a statewide survey for comparative purposes.

The Wibaux County resident attitude survey was administered to the population of 407 Wibaux County households in September and October 2003, and to a statewide sample of 1,000 Montana households during the same period in 2001. The survey sequence was initiated by mailing a pre-survey notice letter to all selected households. A week later, the first round of questionnaires was mailed followed by a reminder/thank-you postcard one week later. Two weeks after mailing the postcards, replacement questionnaires were sent to those households who had not yet responded. The final adjusted response rate was 43 percent.

The following bulleted points offer highlights of the 2001/2002 nonresident survey, in addition to the 2003 Wibaux County resident attitude survey. A more detailed analysis is found in the remainder of the report for both Wibaux County and the state.

### ***NONRESIDENT VISITORS (2001/2002 Nonresident Survey Data and 2002 Visitor Estimates<sup>1</sup>):***

- In the year 2002, over four million travel groups visited Montana. Of those, about 827,000 groups traveled through Dawson County and approximately 600,000 (15%) passed through Wibaux County.
- Over \$1.8 billion was spent statewide in 2002 by nonresident travelers. This figure amounts to approximately \$1,979 for every Montana resident.
- Half (50%) of Dawson County visitors traveled as couples, but many also traveled as families or by themselves.
- Overnight visitors to Dawson County were more likely than statewide visitors to stay in a hotel or motel, but were considerably less likely to stay in a private or public campground.
- The majority (58%) of Dawson County overnight visitors had an annual income of \$60,000 or more, slightly more than statewide visitors.
- Less than one-quarter (22%) of overnight visitors to Dawson County found the Internet to be the most useful information source to plan their trip, but this was still the most used source for information.
- Thirty-seven percent of overnight visitors to Dawson County were in Montana primarily for vacation, while 39 percent were primarily passing through the state.
- Vacationers in Dawson County were attracted to Montana primarily because of Glacier National Park (33%).
- Shopping was the most popular activity for overnight visitors to Dawson County, followed by visiting historic sites and wildlife watching.
- Visitors to Dawson County spent the largest portion of their money (47%) on gasoline, followed by accommodations and retail goods.
- Ninety-three percent of visitors to Dawson County had visited Montana before their trip, and 88 percent plan on visiting the state within the next two years.

### ***RESIDENT CHARACTERISTICS AND ATTITUDES ABOUT TOURISM (2003 Resident Attitude Survey):***

- Respondents from Wibaux County have resided in their community and in the state substantially longer (34 years) than the statewide respondents (24 years).
- Montana natives comprise 62 percent of the Wibaux County sample.
- The largest portion (38%) of Wibaux County respondents earns their household income in the agricultural sector.

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<sup>1</sup> Due to small sample sizes for Wibaux County, nonresident information is provided for the adjacent county of Dawson.

- The majority (58%) of Wibaux County respondents feel the tourism industry should have a role equal to other industries in the local economy, and ranked the industry 4<sup>th</sup> on a list of eight desired economic development options.
- Most (75%) Wibaux County respondents work in places that they perceive to supply little or none of their products or services to tourists or tourist businesses.
- While 15 percent of Wibaux County respondents have frequent contact with tourists, over two-thirds (69%) enjoy meeting and interacting with tourists.
- Wibaux County respondents do not show as strong attachment to their community as do statewide respondents.
- Eighty-seven percent of Wibaux County respondents feel that the population in the area is decreasing, and of those, the majority (79%) feels it is decreasing too fast.
- Wibaux County respondents feel that tourism can enhance their quality of life by improving the condition of job opportunities, however, they feel traffic congestion will be negatively affected.
- The respondents of Wibaux County are more supportive of tourism development than the statewide sample.
- Respondents generally disagree that decisions about tourism development should be left entirely to the private sector.
- Overall economic benefit is perceived as the primary advantage of increased tourism in Wibaux County, while no disadvantage is the leading disadvantage.
- A majority (78%) of Wibaux County respondents feel that Wibaux's downtown business and commercial district is very important to developing tourism.
- Respondents see fishing, hiking/biking/walking trails, and golf courses as the top three outdoor recreation activities that could be developed for the benefit of both residents and visitors.
- Wibaux County respondents think that visitors should have the impression of Wibaux as a friendly, well-kept, historic town.
- The respondents reported souvenir and gifts shops, a grocery store, and arts and crafts stores as the three most desired tourism-related businesses to go into Wibaux's vacant buildings.
- Several respondents expressed a concern about the area's declining population.

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## Introduction

This report is intended to provide a profile of current visitors to Wibaux County, as well as resident attitudes regarding tourism and the travel industry in the area. It combines the results of three different studies and is presented in two sections. The first section contains local nonresident visitor profiles, as well as profiles for statewide visitors. The visitor profiles were developed using research conducted by ITRR throughout 2001 and in the fall of 2002. Due to sample size limitations of overnight respondents, however, data for Wibaux County are few. In order to offer some relevant information about visitors traveling through the region, local profile information is provided for the adjacent county of Dawson. Data from nonresident travelers spending at least one night in Dawson County were used for the profile information.

The second section of this report contains an assessment of resident attitudes toward tourism and recreation in Wibaux County. This assessment is the result of a mail-back survey obtained from households throughout Wibaux County. It is provided side by side with the same inquiries collected at the state level in 2001 to provide a comparison between resident opinions toward tourism in Wibaux County and in Montana as a whole.

Information for this report was gathered as part of the Community Tourism Assessment Program (CTAP), which is conducted in three Montana communities each year. Wibaux County was selected for the 2003/2004 CTAP, together with the Crow Reservation in Big Horn County, and Cascade County.

Funding for this research came from Montana's Lodging Facility Use Tax. Copies of this report can be downloaded from ITRR's web site ([www.itrr.umt.edu](http://www.itrr.umt.edu)) at no charge.



## Section 1: The 2001/2002 Nonresident Travel Study

### Methodology

Travelers to Montana during the 2001 travel year (December 1, 2000 - November 30, 2001) and the fall of 2002 (October 1 – November 30, 2002) were intercepted for the 2001/2002 Nonresident Travel Study. The traveler population was defined as those travelers entering Montana by private vehicle or commercial air carrier during the study period, and whose primary residence was not in Montana at the time. Specifically excluded from the study were those persons traveling in a plainly marked commercial or government vehicle such as a scheduled or chartered bus, or semi truck. Also excluded were those travelers who entered Montana by train. Other than these exceptions, the study attempted to assess all types of travelers to the state.

Data were obtained through a mail-back diary questionnaire administered to a sample of intercepted travelers in the state. During the fourteen-month study period, 11,996 questionnaires were delivered to visitor groups (Table 1). Usable questionnaires were returned by 4,595 groups, resulting in a response rate of 38 percent. Of those groups, 4,082 reported spending the night in Montana and this analysis reflects the responses from these overnights. A sample of 725 respondent groups traveled through Wibaux County with just 8 staying overnight, while 874 traveled through Dawson County with 174 staying overnight during the study period. Due to the small Wibaux County overnight sample, visitor profile information is given for the adjacent county of Dawson.

**Table 1: 2001/2002 Nonresident Travel Study Sample Sizes and Response Rates**

Questionnaires delivered	11,996
Usable questionnaires returned	4,595
Nonresident Travel Study response rate	38%
Overnight visitors	4,082
Wibaux County sample size (drove through county)	725
Percent of nonresident sample	16%
Wibaux County overnights (spent at least 1 night in county)	8
Dawson County sample size (drove through county)	874
Percent of nonresident sample	19%
Dawson County overnights (spent at least 1 night in county)	174

### A Profile of Recent Montana Visitors

This section presents a profile of Montana visitors from the 2001/2002 nonresident survey. Group characteristics are reviewed for both statewide visitors as well as travelers to Dawson County. In addition, a brief economic profile highlights the spending contributions nonresidents make in Dawson County and throughout Montana.

#### Group Characteristics

Travel group characteristics for Dawson County were obtained from visitors who spent at least one night in the area. There were several differences between the travel groups staying overnight in Dawson County and the statewide sample (Table 2).

**Dawson County:** Most Montana visitors who spent at least one night in Dawson County traveled as couples (50%), while 17 percent traveled with family and 14 percent traveled alone. Ninety-three percent of travelers

had visited Montana before this trip, while 15 percent had previously lived in the state. Visitors stayed in the state for an average 3.5 nights with the majority (71%) of whom spending their nights at a hotel, motel, or bed and breakfast. More than half (58%) of respondents indicated having an income of over \$60,000 per year, with 21 percent making over \$100,000 and only 3 percent making less than \$20,000.

**Statewide:** For visitors to the state as a whole, the largest portion traveled as couples as well (40%), followed by those who traveled as family (28%). Eighty percent were repeat visitors, while 17 percent had previously lived in the state. A typical visitor to Montana was most likely to stay in a hotel or a motel (47%), stay 4.4 nights, and have an income exceeding \$60,000 per year. A full 20 percent indicated making over \$100,000 per year, while 7 percent reported making less than \$20,000 per year.

**Table 2: Characteristics of Nonresident Visitors**

	Dawson County*	Statewide
Group Type**		
Couple	50%	40%
Family	17%	28%
Alone	14%	18%
Friends	8%	6%
Family & friends	5%	4%
Business associates	4%	2%
Organized group	1%	1%
Have previously visited Montana	93%	80%
Have previously lived in Montana	15%	17%
Nights spent in Montana	3.5	4.4
Accommodations used in Montana**		
Hotel, motel, B&B	71%	47%
Home of friend or relative	10%	17%
Private campground	7%	14%
Private cabin/2 <sup>nd</sup> home	2%	4%
Public campground	1%	10%
Rented cabin/home	1%	2%
Other	8%	6%
Income**		
Less than \$20,000	3%	7%
\$20,000 to \$39,999	17%	17%
\$40,000 to \$59,999	23%	25%
\$60,000 to \$79,999	22%	20%
\$80,000 to \$99,999	15%	11%
Over \$100,000	21%	20%

Source: ITRR 2001/2002 Nonresident Travel Study.

\* Characteristics of Montana visitors who stayed at least one night in Dawson County.

\*\* Percentages may not add to 100 due to rounding.

**Origin of Nonresident Visitors:** Visitors to the state as well as to Dawson County were from a variety of origins. Visitors to Dawson County came primarily from Minnesota, followed by Washington, North Dakota and Wisconsin (Table 3). For statewide visitors, Washington was the most common state of origin, followed by California, Alberta, and Minnesota.

**Table 3: Top Five Places of Origin of Montana Nonresident Visitors**

Rank*	Dawson County	Statewide
1	Minnesota (23%)	Washington (13%)
2	Washington (15%)	California (7%)
3	North Dakota (12%)	Alberta, Minnesota (6%)
4	Wisconsin (10%)	Idaho, N. Dakota, Wyoming (5%)
5	California (8%)	Colorado, Oregon (4%)

Source: ITRR 2001/2002 Nonresident Travel Study.

\* 1=highest frequency of responses

## Information Sources

Nonresident travel groups indicated which information sources were used as planning tools for their trip *prior* to arriving in Montana, as well as while they were *visiting* Montana. Also, respondents indicated which of the sources were most useful to them. A list of nine pre-trip and five Montana information sources was included in the questionnaire (Tables 4 and 5).

**Dawson County:** The three most frequently used sources of travel information prior to visiting Montana were auto clubs (34%), the Internet (22%), and 15 percent used information from private businesses (Table 4). More than one-third (38%) of visitors to Dawson County did not use any of the listed sources prior to their trip. The *most useful* sources of travel information were auto clubs (36%), the Internet (23%), and the Montana Travel Planner (17%).

**Statewide:** For statewide travelers, 37 percent used the Internet, 23 percent used auto clubs, and 14 percent used National Park brochures prior to visiting Montana. More than one-third (41%) of statewide visitors did not use any of the nine listed information sources prior to travel. The *most useful* sources of information included the Internet (39%), auto clubs (24%), and information from private businesses (9%).

**Table 4: Sources of Information Used *Prior* to Visiting Montana**

Information Sources	Dawson County		Statewide	
	All Sources*	Most Useful Source**	All Sources*	Most Useful Source**
Auto club	34%	36%	23%	24%
The Internet	22%	23%	37%	39%
Information from private businesses	15%	7%	9%	9%
Montana Travel Planner	13%	17%	8%	5%
Travel guide book	13%	4%	10%	8%
Chamber or visitor bureau	9%	8%	8%	4%
National Park brochure	6%	4%	14%	7%
1-800 State travel number	2%	--	1%	1%
Travel agency	1%	1%	4%	3%
None of the sources	38%	N/A	41%	N/A

Source: ITRR 2001/2002 Nonresident Travel Study.

\* Visitors could indicate more than one information source.

\*\* Percentages may not add to 100 due to rounding.

**Dawson County:** Visitors were also asked where they received travel information during their trip in Montana (Table 5). Travel information sources that were used included highway information signs (38%), service people (37%), and visitor information centers (32%). However, 33 percent used none of the sources listed. Visitors also indicated what source was the *most useful* while traveling in Montana. Twenty-six percent of respondents reported that service people were most helpful, while another 26 percent chose visitor information centers, followed by highway information signs (22%).

**Statewide:** The most common information source for statewide travelers while visiting Montana was highway information signs (32%), followed by service people (29%), and brochure racks (24%). Thirty-nine percent indicated that they did not use any of the information sources listed. Of the *most useful* sources of information used while in Montana, statewide visitors chose highway information signs (26%), service people (25%), and visitor information centers (23%).

**Table 5: Sources of Information Used While Visiting Montana**

	Dawson County		Statewide	
	All Sources*	Most Useful Source**	All Sources*	Most Useful Source**
Highway information signs	38%	22%	32%	26%
Service person (motel, restaurant, gas station, etc.)	37%	26%	29%	25%
Visitor information center	32%	26%	22%	23%
Brochure racks	27%	10%	24%	16%
Billboards	14%	8%	12%	5%
None of these sources	33%	8%	39%	6%

Source: ITRR 2001/2002 Nonresident Travel Study.

\*Visitors could indicate more than one information source.

\*\* Percentages may not add to 100 due to rounding.

### ***Purposes of Trip to Montana***

Nonresident travel groups were asked about their reasons for traveling to Montana. Many visitors had more than one reason, and were thus asked to identify their *primary* reason for coming to the state as well (Table 6).

**Dawson County:** Fifty-nine percent of Dawson County visitors indicated that vacation was one reason for traveling to Montana. Following closely were visitors passing through the state (56%), and travelers visiting family or friends (28%). With respect to their *primary* reason for visiting the state, 39 percent were passing through while 37 percent were in Montana primarily on vacation. A considerably smaller portion (9%) was in the state primarily for business reasons.

**Statewide :** Close to two-thirds (62%) of statewide visitors cited vacation as one reason for their trip to Montana. Also mentioned were passing through (34%) and visiting family or friends (29%). Statewide travelers most frequently cited vacation (43%) as their *primary* reason for visiting Montana. Passing through the state (26%) and visiting family or friends (16%) were also indicated as primary reasons.

**Table 6: Reasons for Traveling to Montana**

	Dawson County		Statewide	
	All Reasons*	Primary Reason**	All Reasons*	Primary Reason**
Vacation	59%	37%	62%	43%
Passing through	56%	39%	34%	26%
Visit family or friends	28%	8%	29%	16%
Shopping	14%	6%	8%	2%
Business	8%	9%	11%	9%
Other	1%	1%	7%	5%

Source: ITRR 2001/2002 Nonresident Travel Study.

\* Visitors could indicate more than one reason.

\*\* Percentages may not add to 100 due to rounding.

## Montana Attractions

Respondents who indicated that one purpose for their trip was vacation were asked what attracted them to Montana as a vacation destination. They were asked to check all pertinent attractions, and then indicate one *primary* attraction (Table 7).

**Dawson County:** Many Dawson County overnight vacationers were attracted by more than one of the state's many features. The top Montana attractions were mountains (34%), Glacier National Park (26%), and open space (23%). Glacier National Park (33%) was the most popular *primary* attraction for Dawson County overnighters, followed by visiting family and friends (16%) and Yellowstone National Park (13%).

**Statewide:** Statewide visitors were also attracted to Montana for many reasons. The top attractions to Montana included the mountains (35%), Yellowstone National Park (31%), and open space (29%). The most frequently cited *primary* Montana attractions for statewide visitors were Yellowstone National Park (20%), Glacier National Park (16%), and visiting family and friends (13%).

**Table 7: Attractions of Montana as a Vacation Destination**

	Dawson County		Statewide	
	Attractions*	Primary Attraction**	Attractions*	Primary Attraction**
Mountains	34%	7%	35%	10%
Glacier National Park	26%	33%	21%	16%
Open space	23%	7%	29%	11%
Yellowstone National Park	21%	13%	31%	20%
Visiting family and friends	19%	16%	17%	13%
Rivers/lakes	16%	1%	24%	1%
Wildlife	12%	3%	20%	1%
Lewis and Clark	11%	—	7%	1%
Northern Great Plains	11%	2%	6%	<1%
Hunting	6%	6%	3%	5%
Native American culture	6%	—	6%	1%
Camping	5%	3%	14%	2%
Special events	4%	2%	5%	4%
Fishing	2%	2%	11%	4%
Hiking	2%	2%	13%	<1%
Other Montana history	2%	2%	8%	3%
Other	4%	2%	7%	7%

Source: ITRR 2001/2002 Nonresident Travel Study.

\* Visitors could indicate more than one attraction.

\*\* Percentages may not add to 100 due to rounding.

With a few exceptions, differences in vacation attractions indicates how statewide visitors generally prefer enjoying various outdoor attractions by larger margins than Dawson County vacationers. It is also interesting to note how many more visitors to Dawson County chose Glacier National Park as their primary attraction compared to statewide visitors.

## Visitor Activities

In addition to being queried about attractions, respondents were asked about the kinds of recreation activities they engaged in while visiting Montana. Some differences can be seen among the activities participated in by statewide visitors and by overnight visitors to Dawson County (Table 8).

**Dawson County:** For Dawson County visitors, shopping (32%) was the most popular recreation activity. Other popular activities included visiting other historic sites (26%), wildlife watching (24%), picnicking (22%), and day hiking (20%).

**Statewide:** For all visitors to the state, shopping (37%) also topped the list of recreation activities. Wildlife watching (29%) was popular as well, as was day hiking (26%), visiting other historic sites (23%), and picnicking (22%).

**Table 8: Recreation Activity Participation**

	Dawson County*	Statewide*
Shopping	32%	37%
Visiting other historic sites	26%	23%
Wildlife watching	24%	29%
Picnicking	22%	22%
Day hiking	20%	26%
Visiting Lewis and Clark sites	19%	13%
Visiting museums	15%	16%
Visiting Native American sites	12%	12%
Camping (developed area)	10%	19%
Fishing	10%	13%
Camping (primitive areas)	9%	8%
Road biking	6%	3%
Nature studies	5%	9%
Gambling	4%	8%
Golfing	4%	5%
Sporting event	4%	3%
Special event/festivals	2%	9%
Motor boating	1%	3%
Mountain biking	1%	2%
River rafting/floating	1%	5%
Backpacking	<1%	3%
Water skiing	<1%	1%
Canoeing/kayaking	--	3%
Off-road/ATV	--	2%
Sailing/windsurfing	--	<1%

Source: ITRR 2001/2002 Nonresident Travel Study.

\* Visitors could indicate more than one activity.

This activity list indicates that statewide visitors are slightly more involved in a variety of outdoor recreation activities than the Dawson County travelers. This may be due, in part, to more statewide visitors traveling as families than Dawson County visitors, as well as their more varied accommodations that are likely in closer proximity to many outdoor recreation activities (e.g., Makoshika State Park, Intake camping facilities, etc.).

### ***Economic Characteristics***

Information about the number of visitors to an area and how much they spend during their visit is useful for planning purposes. While the preceding travel group characteristics are based only on groups who spent a night in Dawson County or the state, economic information is more inclusive and represents all groups who spent money in the county throughout the entire year (Table 9).

**Dawson County:** Nonresident spending in Dawson County was nearly \$16 million in 2002, less than one percent of all nonresident spending in Montana. Nonresidents in the county spent the equivalent of \$1,825 per county resident, which is approximately 92 percent of the state per-capita average. About 827,000 travel groups (2.4 people per group) visited Dawson County which represents nearly 21 percent of all travel groups to Montana. In Wibaux County, approximately 600,000 groups traveled through the area.

**Statewide:** Nonresident visitors were comprised of over four million travel groups (2.4 people per group) and spent \$1.8 billion in the state in 2002. This amounted to about \$1,979 per state resident.

**Table 9: Expenditures by Nonresident Travelers**

Distribution of Expenditures	Dawson County*	Statewide*
Gas, oil	47%	22%
Restaurant, bar	15%	20%
Lodging, campgrounds, etc.	12%	14%
Groceries, snacks	10%	8%
Retail sales	6%	21%
Auto rental and repair, transportation	6%	7%
Licenses, entrance fees	<1%	3%
Guides, outfitters	--	4%
Miscellaneous expenses, services	5%	2%
Total expenditures in sample area, 2002	\$15,898,000	\$1,800,000,000
Total travel groups to sample area, 2002	827,000	4,009,000
Travel group size (persons)	2.4	2.4
Population (2002 census estimate)	8,713	909,453
Per capita expenditures in sample area, 2002	\$1,825	\$1,979

Source: ITRR 2001/2002 Nonresident Travel Study; U.S. Census Bureau, 2004<sup>2</sup>.

\* Economic information updated 01/07/04; percentages may not add to 100 due to rounding.

Differences in expenditure distribution show that Dawson County visitors spend considerably more money on gas and oil. This is likely due to the higher percentages of these visitors who are just passing through the county compared to statewide travelers. This is further supported by the small percentage of retail sales, as well as the nonexistence of spending for guides and outfitters.

<sup>2</sup> U.S. Census Bureau, 2004. Montana County Population Estimates: April 1, 2000 to July 1, 2002.  
<<http://eire.census.gov/popest/data/counties/tables/CO-EST2002/CO-EST2002-01-30.php>> Accessed January 7, 2004.

## Section II: The Resident Attitude Study

### Methodology

In an effort to help understand how residents feel about tourism and its impacts, a resident attitude survey was conducted. In the fall of 2003, a mail-back questionnaire was administered to a sample of Wibaux County residents. A similar survey (although lacking Wibaux County-specific questioning) was distributed in the fall of 2001 to a statewide sample and those results are reported here as well. The distribution followed Dillman's Tailored Design Method (TDM)<sup>3</sup> to ensure maximum response rates. The 2001 state survey achieved a response rate of 40 percent, while in 2003 the Wibaux County resident attitude survey achieved 43 percent response.

The survey administration sequence was initiated by mailing a pre-survey notification letter to a population of 407 Wibaux County households<sup>4</sup>, as well as 1,000 Montana households in 2001. The letter informed recipients of the upcoming survey and alerted them to the appearance of a questionnaire in their mailbox in the near future. A week later, a questionnaire was mailed to the same households, along with a cover letter from the local CTAP working group and a cover letter from ITRR stating in more detail the purpose and nature of the study.

One week following the questionnaire mailing, a postcard was sent to all selected households. This served the dual purpose of thanking respondents for their efforts if they had already returned their questionnaire, and reminding those who had set it aside to complete it and return it in the postage-paid return envelope. After two more weeks, replacement questionnaires were sent to those households that had not yet responded to the first questionnaire mailing. Included this time was a different cover letter addressing some concerns respondents may have had that kept them from responding. The cut-off day for accepting returned questionnaires was four weeks following the last mailing. The survey instrument is included in Appendix A.

A non-response bias check was not conducted at the conclusion of the sampling effort. Such bias checks often take the form of a telephone interview to determine if those in the sample who did not respond to the questionnaire differ on key issues from those who did respond. In this case, the key questions where opinions may have differed involve statements of support for tourism development. These key questions could only be answered after considering other questions asked in the survey. It was therefore not possible to develop a condensed telephone non-response questionnaire.

The reader is cautioned to bear in mind that the results presented are the opinions of only 43 percent (142 households) of the Wibaux County residents polled (Table 10). It is assumed that respondents did not differ from non-respondents in their opinions.

Because the age distribution of the survey respondents differed from the 2000 Montana census estimates of age groups<sup>5</sup>, responses were weighted to more closely reflect the population of Wibaux County. The results presented in this report reflect the adjusted dataset, with the exception of the open-ended questions.

**Table 10: Resident Attitude Survey Sample Sizes and Response Rates**

	Wibaux County	Statewide
Original sample size	407	1,000
Undeliverable questionnaires	74	189
Deliverable questionnaires	333	811
Completed questionnaires	142	328
Adjusted response rate	43%	40%

<sup>3</sup> Dillman, Don A., 2000. *Mail and Internet Surveys: The Tailored Design Method*. John Wiley & Sons, Inc. New York, NY.

<sup>4</sup> 407 surveys were sent out since that was the maximum number of valid addresses available for purchase for the county of Wibaux. The sample of 407 household addresses was purchased from Survey Sampling, Inc. in September 2003.

<sup>5</sup> U.S. Census Bureau, 2004. Table QT-P1 Age Groups and Sex, 2000.

<<[http://factfinder.census.gov/servlet/QTTable?geo\\_id=04000US30&ds\\_name=DEC\\_2000\\_SF1\\_U&q\\_r\\_name=DEC\\_2000\\_SF1\\_U\\_QTP1&lang=en&\\_sse=on](http://factfinder.census.gov/servlet/QTTable?geo_id=04000US30&ds_name=DEC_2000_SF1_U&q_r_name=DEC_2000_SF1_U_QTP1&lang=en&_sse=on)>> Accessed January 7, 2004.



## Wibaux County Resident Attitudes

When a community pursues tourism as a development strategy, the goals of that effort can often include an improved economy, more jobs for local residents, community stability, and ultimately, a stable or improved quality of life for the community's residents. On the other hand, negative impacts can also result from tourism development strategies that are not carefully considered. Understanding residents' perceptions of the conditions of their surroundings and tourism's influence on those conditions can provide guidance toward appropriate development decisions.

Residents of an area may hold a variety of opinions about tourism and other forms of economic development. They may have both positive and negative perceptions of the specific effects of tourism. Attitudes and opinions are good measures for determining the level of support for community and industry actions. The resident attitude questionnaire addressed topics that provide a picture of perceived current conditions and tourism's potential role in the community.

### Respondent Characteristics

In this section, several respondent demographic details are reported for Cascade County residents and the statewide respondents. In the first table, respondents were asked to indicate their gender as well as their age (Table 11).

**Wibaux County:** The average age for Wibaux County respondents was 51 years, with an age range of 25 to 97 years. Fifty-three percent of respondents were male.

**Statewide:** For statewide residents, the average age was 47 years, with ages ranging from 18 to 94 years. Fifty-three percent were male, compared to the actual statewide census of 50 percent.

**Table 11: Age and Gender Characteristics**

	Wibaux County	Statewide
Average age	51 years	47 years
Minimum age	25 years	18 years
Maximum age	97 years	94 years
Percent male	53%	53%
Percent female	47%	47%

Survey participants were asked if they were born in Montana, as well as how long they had lived in their state and in their community. Cascade County respondents were asked how long they had lived in the county (Tables 12 and 13).

**Wibaux County:** Sixty-two percent of Wibaux County respondents were native Montanans (Table 12). On average, they had lived in Wibaux County for 34 years and in the state for 42 years. Thirty-nine percent of respondents had lived in Wibaux County longer than 40 years (Table 13), while only 17 percent had lived there 10 years or less.

**Statewide:** Slightly more than half (53%) of statewide respondents were born in Montana. On average, they had lived in the their community for 24 years and in the state for 33 years. Twenty-one percent had lived in their community longer than 40 years, while 34 percent had lived there for 10 years or less.

**Table 12: Residency Characteristics**

	Wibaux County	Statewide
Born in Montana	62%	53%
Mean years lived in county	34 years	24 years
Mean years lived in Montana	42 years	33 years

**Table 13: Community Residency**

	Wibaux County*	Statewide*
10 years or less	17%	34%
11 to 20 years	16%	16%
21 to 30 years	16%	16%
31 to 40 years	13%	13%
41 to 50 years	15%	11%
51 to 60 years	12%	3%
61 years or more	12%	7%

\* Percentages may not add to 100 due to rounding.

Employment status, job type, and sector of employment can all influence levels of support for tourism development. Therefore, it is likely that the more dependent a person is financially on the travel industry, the greater their support for tourism (Table 14).

**Wibaux County:** The largest portion of respondents derived their income from the agricultural sector (38%), followed by education (28%), and health care (20%). Other sizeable income sources included professional occupations (18%), services (17%), and transportation/communication/utilities (15%). Ten percent of respondents indicated that they were employed in the travel industry, however, employees in the service and retail sectors are likely to be part of this industry as well.

**Statewide:** The most common sources of household income for statewide respondents were the education and service sectors (18% each). Other sources of household income included health care (17%), wholesale/retail trade and professional (15% each). Approximately three percent of statewide households derived some portion of their household income from the travel industry. As may be the case for Wibaux County, some of the statewide respondents who indicated that they are employed in the service and retail sectors may in fact be part of the travel industry.

**Table 14: Source of Household Income**

Sector	Percent of households deriving income from sector*	
	Wibaux County	Statewide
Agriculture	38%	13%
Education	28%	18%
Health care	20%	17%
Professional	18%	15%
Services	17%	18%
Transportation, communication or utilities	15%	8%
Clerical	10%	7%
Construction	10%	13%
Travel industry	10%	3%
Wholesale/retail trade	8%	15%
Restaurant or bar**	4%	6%
Finance, Insurance or Real Estate (FIRE)	3%	6%
Armed Services	2%	4%
Manufacturing	1%	--
Forestry or forest products	--	5%
Other	10%	6%

\* Households can earn income from more than one source.

\*\* Contrary to common belief, the "Restaurant/bar" category does not technically belong in the Service sector according to the Standard Industrial Classification index. It is part of the Wholesale/Retail Trade sector in Table 16 as "Eating and Drinking Places". For clarity, it is included here as a separate category.

Fourteen of the Wibaux County respondents selected the “other” category and then wrote in their occupation. The most common response was government employment at various levels (local, state, federal). Two respondents reported they were day care workers, and another two were store clerks. One respondent was a truck driver, another a maintenance worker, a third was a mechanic, and one was a cook. One of the responses was indecipherable and therefore not included.

### ***Tourism and the Economy***

The local economy and the role tourism and the travel industry should have in it were key issues addressed in the survey. Residents were asked how important a role they felt tourism should have in their community’s economy. In addition, they ranked industries on a scale from 1 (most desired) to 8 (least desired) indicating which they felt would be most desirable for their community (Tables 15 and 16).

**Wibaux County:** The majority (58%) of Wibaux County respondents believe that the travel industry should have a role equal to other industries in the local economy (Table 15), while 23 percent feel it should have a minor role. Tourism/recreation ranked fourth (Table 16) behind agriculture/agribusiness, wholesale/retail trade, and services in terms of desirability as an economic development opportunity for the county.

**Statewide:** Sixty-two percent of statewide respondents feel that tourism should have a role equal to other industries in their local economy. Twenty percent believe the industry should have a minor role while 14 percent favor a dominant role. When ranking tourism along with other industry segments according to economic desirability for the community, it placed fifth, behind services, technology, agriculture/agribusiness, and wholesale/retail trade.

**Table 15: Role of Tourism in the Local Economy**

	<b>Wibaux County</b>	<b>Statewide</b>
No role	<1%	4%
A minor role	23%	20%
A role equal to other industries	58%	62%
A dominant role	19%	14%

**Table 16: Desirability of Economic Development Alternatives**

	<b>Wibaux County</b>		<b>Statewide</b>	
	<b>Rank</b>	<b>Mean*</b>	<b>Rank</b>	<b>Mean*</b>
Agriculture/agribusiness	1	2.42	3	3.60
Wholesale/retail trade	2	3.15	4	3.71
Services	3	3.22	1	3.39
Tourism/recreation	4	4.03	5	4.22
Manufacturing	5	4.64	6	4.51
Technology	6	4.77	2	3.42
Mining	7	6.55	8	7.09
Wood products	8	6.84	7	5.68

\* Scores represent the mean of responses measured on a scale from 1 (most desired) to 8 (least desired).

Both of these tables together indicate that Wibaux County residents may see tourism as compatible with their county. Residents see a role for tourism in the economy at a similar overall level as statewide respondents. Tourism and recreation ranks higher for Wibaux County residents than statewide respondents suggesting that it has more potential for economic development in the local economy.

## Dependence on Tourism

Respondents were asked about the degree to which their place of work was dependent on tourists for its business. Their places of employment could provide products and/or services to tourists directly, or to other tourist-related businesses (Table 17).

**Wibaux County:** Seven percent of Wibaux County respondents indicated that their place of employment provides a majority of their products or services to tourists or tourist businesses. Nearly one-third (32%) reported their work provides part of its products or services to tourism-related customers, while a majority (61%) work in places that provide none of their products or services to tourists or tourist businesses.

**Statewide:** Similar to Wibaux County, seven percent of statewide respondents work in places that provide a majority of their products or services to tourists or tourist businesses, whereas the largest portion of respondents (48%) is employed in places that provide none. Less than half (45%) work in places that provide part of their products or services to tourism-related customers.

**Table 17: Employment's Dependency on Tourists for Business**

	Wibaux County	Statewide
My place of work provides <u>the majority</u> of its products or services to tourists or tourist businesses.	7%	7%
My place of work provides <u>part</u> of its products or services to tourists or tourist businesses.	32%	45%
My place of work provides <u>none</u> of its products or services to tourists or tourist businesses.	61%	48%

## Interactions with Tourists

The extent of interaction between tourists and residents can affect the attitudes and opinions residents hold toward tourism in general. In turn, an individual's behavior may be a reflection of those same attitudes and opinions. Respondents were asked questions to determine the extent to which they interact with tourists on a day-to-day basis as well as how they enjoy those interactions (Tables 18 and 19).

**Wibaux County:** When asked about the frequency of their interactions with tourists (Table 18), fifteen percent indicated that they have frequent contact, while 36 percent reported that they have infrequent contact with tourists visiting Wibaux County. Regarding attitudes towards tourists visiting their area (Table 19), over two-thirds (69%) enjoy interacting with tourists while 29 percent are indifferent about it. Only three percent of respondents reported that they do not enjoy meeting and interacting with tourists in the area.

**Statewide:** Sixteen percent of statewide respondents reported having frequent contact with tourists visiting their community. Twenty-seven percent indicated that they have somewhat frequent contact with tourists, and 31 percent said they have infrequent contact. Over two-thirds (68%) of statewide respondents reported that they enjoy meeting and interacting with tourists. Twenty-eight percent are indifferent to meeting and interacting with tourists, while 4 percent do not enjoy these interactions.

**Table 18: Frequency of Contact with Tourists Visiting Community**

Degree of Frequency	Wibaux County	Statewide
Frequent contact	15%	16%
Somewhat frequent contact	23%	27%
Somewhat infrequent contact	27%	26%
Infrequent contact	36%	31%

**Table 19: Attitude Toward Tourists Visiting Community**

Attitude	Wibaux County	Statewide
Enjoy meeting and interacting with tourists	69%	68%
Indifferent about meeting and interacting with tourists	29%	28%
Do not enjoy meeting and interacting with tourists	3%	4%

### **Community Attachment and Change**

One measure of community attachment may be the length of time and portion of life spent in a community or area. These statistics were detailed earlier in the report (Table 12). Other measures may be based on opinions that residents have about their community and perceived changes in population levels.

**Community Attachment:** To help assess community attachment, respondents were asked to indicate their level of agreement with each of three statements on a scale from -2 (strongly disagree) to +2 (strongly agree). A mean response greater than 0 indicates aggregate agreement with the statement in question, and responses with a negative score means some degree of disagreement (Table 20). The larger the absolute size of the mean the stronger the level of agreement or disagreement.

**Wibaux County:** The Index of Community Attachment (i.e., the mean of the scores for the three community attachment statements) indicates that Wibaux County respondents are somewhat attached to their community. The score of .13 suggests these respondents like where they live, but not as strongly as the statewide respondents. Wibaux County respondents were generally positive in their feelings about living in their community. However, with a score of -.89, they were less confident about the future of the county.

**Statewide:** For respondents to the statewide survey, the Community Attachment Index produced a score of .60, which is considerably higher than Wibaux County. Furthermore, statewide respondents have higher mean scores for each of the three variables compared to the Wibaux County respondents. This suggests that they are somewhat more attached to their communities than the respondents from Wibaux County, at least in regard to this measure.

**Table 20: Index of Community Attachment**

	Wibaux County					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
I'd rather live in my community than anywhere else.	5%	22%	52%	21%	.64	4%	18%	51%	27%	.78
If I had to move away from my community, I would be very sorry to leave.	5%	21%	53%	21%	.65	3%	22%	47%	29%	.76
I think the future of my community looks bright.	26%	57%	15%	3%	-.89	8%	31%	48%	12%	.26
<b>Index of Community Attachment**</b>	<b>.13</b>					<b>.60</b>				

\* Scores represent mean responses measured on a scale from -2 (strongly disagree) to +2 (strongly agree).

\*\* Index scores are the mean of the mean scores for the three community attachment statements.

**Population Change:** To assess residents' perceptions regarding population change in their community, respondents were asked to indicate if they perceived the population of their community to be changing. If they perceived any change, respondents then indicated the rate of change (Tables 21 and 22).

**Wibaux County:** Thirteen percent of Wibaux County respondents feel that the town's population is not changing at all, while 87 percent feel it is decreasing and no respondent felt it is increasing (Table 21). Of those who feel the town's population is decreasing, a majority (79%) feels it is decreasing too fast and 16 percent feel it is decreasing at the right rate. According to the U.S. Census, the population of Wibaux County decreased by 11.5 percent from 1990 to 2000<sup>6</sup>.

**Statewide:** On the statewide level, 13 percent of respondents feel that the population of their community is unchanging. Sixty-four percent feel the population is increasing, while 23 percent feel it is decreasing. The U.S. Census shows that the statewide population increased by 13 percent between 1990 and 2000<sup>7</sup>.

**Table 21: Perceptions of Population Change**

	Wibaux County	Statewide
Population is not changing	13%	13%
Population is increasing	--	64%
Population is decreasing	87%	23%
<i>If you feel the population in your community is changing, how would you describe the rate of change?</i>		
Too fast	79%	53%
About right	16%	44%
Too slow	5%	3%

### **Quality of Life - Current Conditions and Tourism's Influence**

The concept of "Quality of Life" can be broken down into several independent aspects, such as the availability and quality of public services, infrastructure condition, stress factors such as crime and unemployment, and overall livability issues such as cleanliness. When evaluating the potential for community tourism development, it is often desirable to get an understanding of residents' opinions of the current quality of life in their community. This approach helps identify existing problem areas within the community, in turn providing guidance to planners and decision-makers. It is also informative to understand how increased tourism might change residents' perceptions of these current quality of life conditions. Such perceptions often define residents' attitudes toward this type of community development.

To address this, respondents were asked to rate the current condition of a number of factors that comprise their current level of quality of life using a scale ranging from -2 (very poor condition) to +2 (very good condition). They were then asked to rate how they believed increased tourism would influence these factors. The influence of tourism was rated using a scale of -1 (negative influence), 0 (both positive and negative influence), and +1 (positive influence) (Tables 22 and 23).

**Wibaux County:** Wibaux County respondents indicated that they are relatively satisfied with the various quality of life variables in their community (Table 22). The items receiving the most favorable ratings were traffic congestion (1.61), safety from crime (1.41), and their education system (1.19). The only item rated as poor condition was job opportunities (-1.41). Overall, Wibaux County respondents rate these quality of life elements slightly higher (.74) than statewide respondents (.63).

Looking at tourism's potential influence on quality of life (Table 23), museums and cultural centers (.76) received the highest mean score, followed by education system (.55), and job opportunities (.51). The only negative potential influence was on traffic congestion (-.24), and safety from crime (-.02). On the whole, Wibaux County respondents believe that tourism's influence on their quality of life is more positive (.31) than for the statewide respondents (.12).

<sup>6</sup> MT Department of Commerce, Census and Economic Information Center, 2004. Time Series of Montana Intercensal Population Estimates by County: April 1, 1990 to April 1, 2000. <[http://ceic.commerce.state.mt.us/demog/estimate/pop/county/revised\\_ctv\\_est\\_9199.pdf](http://ceic.commerce.state.mt.us/demog/estimate/pop/county/revised_ctv_est_9199.pdf)> Accessed 01/08/04.

<sup>7</sup> Ibid.

**Statewide:** Statewide respondents were also generally satisfied with the current condition of these quality of life elements (Table 22). Overall livability received the most favorable score (1.27), followed by emergency services (1.19), and park and recreation areas (1.05). Job opportunities received the least favorable score at a -.65.

**Table 22: Quality of Life—Current Condition**

	Wibaux County Mean*	Statewide Mean*
Traffic congestion	1.61	.44
Safety from crime	1.41	1.02
Education system	1.19	.73
Museums and cultural centers	1.10	.84
Emergency services	1.09	1.19
Overall community livability	.91	1.27
Condition of roads and highways	.82	.31
Parks and recreation areas	.77	1.05
Cost of living	.65	.00
Overall cleanliness and appearance	.44	.82
Infrastructure	.24	.56
Job opportunities	-1.41	-.65
<b>Overall Mean</b>	<b>.74</b>	<b>.63</b>

\* Scores represent mean responses measured on a scale from -2 (very poor condition) to +2 (very good condition). The higher the score, the better is the perceived condition of the variable.

**Table 23: Quality of Life—Tourism's Influence**

	Wibaux County				Statewide			
	Negative Influence	Positive & Negative Influence	Positive Influence	Mean Score*	Negative Influence	Positive & Negative Influence	Positive Influence	Mean Score*
Museums and cultural centers	1%	6%	93%	<b>.76</b>	1%	16%	83%	<b>.82</b>
Education system	1%	24%	76%	<b>.55</b>	9%	50%	41%	<b>.31</b>
Job opportunities	5%	18%	77%	<b>.51</b>	6%	28%	66%	<b>.60</b>
Parks and recreation areas	3%	32%	65%	<b>.49</b>	13%	40%	47%	<b>.33</b>
Overall community livability	7%	38%	56%	<b>.41</b>	10%	63%	27%	<b>.17</b>
Emergency services	9%	50%	41%	<b>.37</b>	16%	56%	28%	<b>.12</b>
Overall cleanliness and appearance	10%	46%	44%	<b>.37</b>	24%	48%	28%	<b>.03</b>
Conditions of roads and highways	17%	44%	39%	<b>.28</b>	38%	34%	28%	<b>-.09</b>
Cost of living	17%	47%	36%	<b>.13</b>	28%	49%	23%	<b>-.06</b>
Infrastructure	19%	41%	41%	<b>.11</b>	30%	43%	27%	<b>-.02</b>
Safety from crime	29%	48%	24%	<b>-.02</b>	36%	49%	15%	<b>-.20</b>
Traffic congestion	43%	35%	22%	<b>-.24</b>	68%	24%	8%	<b>-.60</b>
<b>Overall Mean</b>	<b>.31</b>				<b>.12</b>			

Percentages may not add to 100 due to rounding.

\*Scores represent responses measured on a scale from -1 (negative influence) to +1 (positive influence). The higher the score, the more positive the perceived influence of increased tourism on the condition of the variable.

Statewide respondents expect tourism development to have a positive impact (Table 23) on museums and cultural centers (.82), as well as on job opportunities (.60), and parks and recreation areas (.33). However, negative influence is expected for five conditions including traffic congestion (-.60), safety from crime (-.20), roads and highways (-.09), cost of living (-.06), and infrastructure (-.02). Overall, statewide respondents feel that tourism's influence will be somewhat positive (.12) on their quality of life, but less so than for Wibaux County residents (.31).

Considering both the current condition and tourism's influence on quality of life, several interesting differences emerge. For Wibaux County residents, the highest scored current condition variable (traffic congestion) received the lowest mean score when considering tourism's potential influence upon it. Similarly, but not as dramatically, one of the higher scored current condition (safety from crime) for statewide residents became substantially reduced when viewed in terms of the potential influence from tourism. In contrast, current job opportunities scored the lowest for both Wibaux County and statewide residents, yet they both scored near the top when influenced by tourism. In sum, Wibaux County and statewide residents recognize that there is a tension between their current quality of life, and how tourism can or will influence those qualities. Some of their current quality of life aspects could be negatively influenced (e.g., traffic congestion), yet other aspects could be greatly enhanced (e.g., job opportunities).

## **Perceived Connections Between Tourism and Community Life**

### ***Index of Tourism Support***

In addition to tourism's perceived influence on quality of life, another method of measuring the degree of support for tourism development is to ask respondents questions specific to the tourism industry and about interactions with tourists. Respondents were asked to indicate their level of agreement or disagreement with a number of tourism-related statements. Responses ranged from -2 (strongly disagree) to +2 (strongly agree). As before, a positive score indicates agreement, while a negative score indicates disagreement (Table 24).

**Wibaux County:** A solid majority (90%) of Wibaux County respondents agree that tourism promotion and advertising to out-of-state visitors by the state of Montana is a good idea, and would like to see this continued. Sixty-five percent feel that their community is a good place for tourism investment, while 81 percent indicated that they believe increased tourism will help their community grow in the right direction. Another 81 percent of respondents also feel that any negative impacts of tourism are outweighed by its benefits. More than three-quarters (76%) of Wibaux County respondents feel that tourism promotion by the state benefits their community economically, while 72 percent believe that jobs in the travel industry offer opportunities for advancement. Slightly fewer (66%) feel that overall quality of life for Montana residents will improve with increased tourism. Nearly two-thirds (65%) of Wibaux County respondents do not see a connection between increased tourism in the community and a more secure income for themselves, just as 68 percent do not think that increased tourism will lead to any financial benefit on their part. Based on these responses, the Wibaux County Index of Tourism Support (i.e. the mean of the average scores for each statement) equals .34; a score that does indicate overall support for tourism.

**Statewide:** On the whole, statewide respondents are less supportive of tourism and the travel industry than Wibaux County respondents. The average score for nearly each statement is consistently lower for statewide respondents than it is for Wibaux County residents. Eighty-one percent support continued tourism promotion and advertisement to out-of-state visitors, while two-thirds (65%) agree that their community is a good place to invest in tourism development. Sixty-five percent think that increased tourism in the state will help their community grow in the right direction, and 71 percent feel that the overall benefits of tourism outweigh any negative impacts. Tourism promotion by the state of Montana is thought by 78 percent to benefit local communities economically, while 49 percent believe tourism jobs offer opportunity for advancement. Fifty-three percent of statewide respondents think that increased tourism in the state will improve residents' quality of life.

Statewide respondents as well feel that tourism development in their community will not influence them personally in an economic way. Sixty-two percent do not see a connection between increased tourism and an increased or more secure income for themselves, and 70 percent do not think they will benefit financially if tourism were to increase in their community. However, the statewide responses produced an average score of .18 in the Index of Tourism Support, indicating that on average, Montana residents are somewhat supportive of tourism development.



The perceived lack of connection between tourism development and personal benefit may be one of the main obstacles currently facing this type of development in the state, and also a reason for the very modest score on the Index of Tourism Support by Montana residents. Overall, however, respondents support continued tourism promotion by the state even though they do not see a direct economic benefit from these efforts.

**Table 24: Index of Tourism Support**

	Wibaux County					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
I support continued tourism promotion and advertising to out-of-state visitors by the state of Montana.	4%	7%	71%	19%	<b>.94</b>	7%	12%	63%	18%	<b>.72</b>
Increased tourism would help my community grow in the right direction.	4%	15%	60%	21%	<b>.79</b>	8%	27%	53%	12%	<b>.35</b>
The overall benefits of tourism outweigh the negative impacts.	1%	18%	73%	8%	<b>.68</b>	4%	25%	62%	9%	<b>.47</b>
Tourism promotion by the state of Montana benefits my community economically.	4%	21%	64%	12%	<b>.60</b>	5%	17%	61%	17%	<b>.67</b>
I believe jobs in the tourism industry offer opportunity for advancement.	8%	21%	66%	6%	<b>.41</b>	10%	41%	43%	6%	<b>.00</b>
My community is a good place to invest in tourism development.	5%	30%	52%	13%	<b>.39</b>	9%	26%	51%	14%	<b>.37</b>
If tourism increases in Montana, the overall quality of life for Montana residents will improve.	4%	30%	65%	1%	<b>.30</b>	10%	37%	49%	4%	<b>.00</b>
If tourism increases in my community, my income will increase or be more secure.	19%	46%	32%	4%	<b>-.44</b>	24%	38%	30%	8%	<b>-.39</b>
I will benefit financially if tourism increases in my community.	16%	52%	29%	3%	<b>-.49</b>	25%	45%	25%	5%	<b>-.60</b>
<b>Index of Tourism Support**</b>	<b>.35</b>					<b>.18</b>				

Percentages might not add up to 100% due to rounding.

\* Scores represent mean response measured on a scale from -2 (strongly disagree) to +2 (strongly agree).

\*\* The Index of Tourism Support is the overall mean of the mean scores for each statement.

On the whole, Wibaux County respondents show more support for tourism than statewide residents. For each statement, the Wibaux County response had generally higher agreement than statewide suggesting that they see more of a connection with aspects of tourism development and their community. These more positive perceptions of tourism could help facilitate local efforts in developing tourism-related activities.

## Index of Tourism Concern

In addition to asking respondents about their support for tourism, they were queried about some concerns that also affect their attitudes and opinions regarding tourism. Responses ranged from -2 (strongly disagree) to +2 (strongly agree). As before, a positive score indicates aggregate agreement, while a negative score indicates disagreement (Table 25).

**Wibaux County:** The majority (76%) of Wibaux County respondents believe that most tourism jobs pay low wages. However, less than half (41%) feel that tourists do not pay their fair share for the services they use, while only 23 percent agree that vacationing in Montana influences too many people to move to the state. Most (84%) do not feel the state is becoming too crowded because of tourists, while 85 percent do not feel that out-of-state visitors limit their access to recreation opportunities. Overall, the Index of Tourism Concern equals  $-.36$ , which suggests that Wibaux County residents do not have many concerns about tourism development in their area.

**Statewide:** Statewide residents express more concerns about tourism than do Wibaux County respondents. The statements score higher for statewide respondents for nearly all the statements, indicating a higher level of concern. Eighty percent feel that tourism jobs pay mostly low wages, while 55 percent feel that tourists do not pay their fair share for the services they use. Fifty-one percent feel that a Montana vacation influences too many people to move to the state. However, the majority (57%) does not perceive the state as having a problem with crowding, and 64 percent do not see their recreation opportunities limited by the presence of out-of-state visitors. With these scores taken together, the overall Index of Tourism Concern for statewide residents is  $.15$ . This score indicates that there is some level of concern regarding tourism development in the state as a whole; however, the concern on this scale is low.

Table 25: Index of Tourism Concern

	Wibaux County					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
I believe most of the jobs in the tourism industry pay low wages.	1%	24%	68%	8%	<b>.60</b>	2%	18%	58%	22%	<b>.79</b>
Tourists do not pay their fair share for the services they use.	5%	54%	31%	10%	<b>-.15</b>	4%	41%	38%	17%	<b>.24</b>
Vacationing in Montana influences too many people to move to the state.	15%	63%	20%	3%	<b>-.66</b>	8%	41%	32%	19%	<b>.12</b>
In recent years, Montana is becoming overcrowded because of more tourists.	15%	69%	12%	4%	<b>-.78</b>	11%	46%	30%	13%	<b>-.12</b>
My access to recreation opportunities is limited due to the presence of out-of-state visitors.	14%	71%	13%	2%	<b>-.82</b>	11%	53%	23%	13%	<b>-.27</b>
<b>Index of Tourism Concern**</b>	<b>-.36</b>					<b>.15</b>				

Percentages might not add up to 100% due to rounding.

\* Scores represent mean response measured on a scale from -2 (strongly disagree) to +2 (strongly agree).

\*\* The Index of Tourism Concern is the mean of the mean scores for each statement.

## Index of Land Use Concern

Montana has a rich land heritage that appeals to residents and visitors alike. A large part of Montana's attraction is related to its natural environment and residents are usually sensitive with respect to how this resource is treated. Respondents were asked to express their agreement or disagreement with several statements related to land use issues, with responses ranging from -2 (strongly disagree) to +2 (strongly agree). A positive score indicates agreement while a negative score indicates disagreement (Table 26).

**Wibaux County:** Ninety-one percent of Wibaux County respondents agree that there is adequate undeveloped open space in the county, while 75 percent would support land use regulations to manage growth in the area. Less than one-quarter (22%) of respondents are concerned about the potential disappearance of open space. Overall, Wibaux County residents show slight concern (.25) over the uses of land, less than that of statewide residents.

**Statewide:** Among statewide respondents, 59 percent agree that there is adequate undeveloped open space in their area, while 78 percent would support some form of land-use regulations to control the types of future growth in their community. More than half (60%) are concerned about the disappearance of open space. An index score of .42 shows that statewide residents have a modest concern over the uses of land.

Table 26: Index of Land Use Concern

	Wibaux County					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
There is adequate undeveloped open space in my community.	1%	8%	79%	12%	.93	8%	33%	47%	12%	.21
I would support land use regulations to help manage types of future growth in my community.	4%	21%	71%	4%	.51	7%	15%	57%	21%	.68
I am concerned with the potential disappearance of open space in my community.	12%	66%	22%	—	-.68	7%	33%	37%	23%	.37
<b>Index of Land Use Concern</b>	<b>.25</b>					<b>.42</b>				

Percentages might not add up to 100% due to rounding.

\* Scores represent mean responses measured on a scale from -2 (strongly disagree) to +2 (strongly agree).

## Advantages and Disadvantages of Tourism Development

To further clarify the perceived benefits and costs of tourism development, respondents were asked what they thought would be the top advantages and disadvantages of increased tourism in their community. These were open-ended questions where respondents provided their thoughts in their own words. The responses were then assigned to general categories to facilitate comparison (Tables 27 and 28).

**Wibaux County:** The top advantage of tourism identified by 43 percent of Wibaux County respondents was overall economic benefit (Table 27). Seventeen percent of residents listed job opportunities, followed by more visitors, no advantages, and tax benefits (4% each). In terms of disadvantages (Table 28), 21 percent identified no disadvantages associated with tourism growth, followed by more people (7%), increased crime (6%), stress on facilities and services, and increased garbage (4% each).

**Statewide:** Statewide respondents also identified improved economic conditions as being the top advantage of increased tourism in their community (84%). In terms of disadvantages, crowding was of concern to a large portion of statewide respondents (20%), as was more traffic (19%), and stress on facilities and services (15%).

**Table 27: Advantages Associated with Increased Tourism**

	Wibaux County		Statewide	
	Number of Responses*	Percent of Respondents	Number of Responses*	Percent of Respondents
Economic growth, financial benefit	61	43%	236	84%
Job opportunities	24	17%	--	--
More visitors, new people	6	4%	4	1%
None	6	4%	18	6%
Tax benefits	5	4%	--	--
Helps keep town from dying	4	3%	--	--
Helps keep residents here	3	2%	--	--
Gives exposure to Wibaux	2	1%	--	--
Increased services for residents	2	1%	--	--
Brings optimism to community	1	1%	--	--

\* Respondents could offer more than one suggestion.

**Table 28: Disadvantages Associated with Increased Tourism**

	Wibaux County		Statewide	
	Number of Responses*	Percent of Respondents	Number of Responses*	Percent of Respondents
None	30	21%	37	13%
More people, strangers	10	7%	57	20%
Increased crime, drugs	9	6%	11	4%
Stress on facilities and services	6	4%	40	15%
Increased garbage, litter	5	4%	14	5%
Higher cost of living	4	3%	11	4%
Increased traffic	3	2%	53	19%
Low-wage/seasonal jobs	2	1%	--	--
Tourists moving here, buying land	2	1%	--	--
Few beneficiaries	1	1%	--	--
Law enforcement problems	1	1%	--	--
Safety issues	1	1%	--	--

\* Respondents could offer more than one suggestion.

## Questions Specific to Wibaux County

The Wibaux County CTAP committee was given the opportunity to include questions specific to the region on the Resident Attitude questionnaire. The responses to these questions and other community-specific items are reported below. With one exception, the following are all responses to open-ended questions.

### ***Impressions of Wibaux County***

Wibaux County respondents were asked about the impressions they would want visitors to have of Wibaux. A total of 103 comments were made regarding this question and respondents could offer more than one comment (Table 29). These impressions could be first or lasting impressions, or both. The top response is that it is a friendly town (41%), as well as a clean, well-kept town (38%), and an historic, western town (18%). Taking all the responses on the whole, it seems that the respondents wish to impress visitors that Wibaux is a nice, small town that offers many of the things that tourists desire.

**Table 29: Impressions of Wibaux**

<b>Impressions</b>	<b>Number of Responses*</b>	<b>Percent of Respondents</b>
Friendly town	59	41%
Clean, well-kept town	55	38%
Historic, western town	18	13%
General good impression	7	5%
Nice place to visit again	7	5%
Progressive town	6	4%
Great place to live	4	3%
Has good food	4	3%
Relaxing place	4	3%
Safe town	3	2%
Has all tourist services	2	1%
Very hospitable, helpful	2	1%
Proud community	1	1%

\* Respondents could offer more than one suggestion.

### ***Outdoor Recreation in Wibaux County***

Survey respondents were asked about what types of outdoor recreation activities or areas that could be developed for the benefit of both visitors and residents. Seventy-four total responses were made and are summarized below in Table 30. The recreation activity most frequently cited is fishing (13%), followed closely by hiking/biking/walking trails (12%), and golf course development (9%). Four percent of the respondents feel there are few or no recreation areas within the county.

**Table 30: Outdoor Recreation with Development Potential**

Recreation Activity or Area	Number of Responses*	Percent of Respondents
Fishing	18	13%
Hiking/biking/walking trails	17	12%
Golf course	13	9%
Hunting	12	8%
Horseback rides	11	8%
Baseball/softball park	9	6%
Snowmobile/ATV trails	7	5%
Historic sites, attractions, activities	6	4%
Tennis	6	4%
Community recreation center	5	4%
Few or no recreation areas in Wibaux County	5	4%
Camping, RV areas	4	3%
Cattle drive, dude ranch	4	3%
Mini golf	4	3%
Go carts, bumper cars	3	2%
Pool expansion	3	2%
Bird watching	2	1%
Frisbee golf	2	1%
Rifle range	2	1%
Rodeo	2	1%
Animal shows	1	1%
Archery range	1	1%
Basketball courts	1	1%
Corn maze	1	1%
Hand's-on children's museum	1	1%
Paintball facility	1	1%
Skateboard park	1	1%

\* Respondents could offer more than one suggestion.

### ***Tourism in Wibaux***

Wibaux County respondents were also specifically asked about tourism development in the City of Wibaux. A strong majority (78%) think that Wibaux's downtown business and commercial district is very important to developing tourism (Table 31), while 21 percent feel that it is somewhat important and 1 percent think it is not important.

**Table 31: Importance of Downtown Wibaux**

How important is Wibaux's downtown business and commercial district to developing tourism?	Not important	Somewhat important	Very important
	1%	21%	78%

In a related question, respondents offered suggestions on specific tourism-related businesses that should go in Wibaux's vacant buildings (Table 32). The most common suggestions are gift and souvenirs shops (13%), a grocery store (12%), and an arts and crafts store (6%). Most of the responses focus on some sort of retail business, however, a few respondents feel that services such as lodging, a museum, a theater (3% each), gaming, or bowling (1% each) could be viable businesses for Wibaux.

**Table 32: Tourism-related Businesses for Wibaux's Vacant Buildings**

<b>Businesses</b>	<b>Number of Responses*</b>	<b>Percent of Respondents</b>
Gift and souvenirs shops	19	13%
Grocery store	17	12%
Arts and crafts store	9	6%
Restaurant/pizza parlor	7	5%
Antique/used goods store	6	4%
Bakery, doughnut shop	4	3%
Lodging facility	4	3%
Museum	4	3%
Theater for movies, plays	4	3%
Coffee shop	3	2%
Hunting-related store, services	3	2%
Locally made products store	3	2%
Multi-purpose community center	3	2%
Game room, video arcade	2	1%
Hands-on children's museum	2	1%
Ice cream shop	2	1%
Bowling alley	1	1%
Convenience store	1	1%
Micro-brewery	1	1%

\* Respondents could offer more than one suggestion.

## **General Comments**

Lastly, respondents were provided with space at the end of the survey form to include their own thoughts and comments. This was an open-ended format with no guidelines as to the topic of the comments, and thus they deal with a wide variety of issues. Out of the total of 36 comments, there appears to be little consensus, although several themes do emerge (Table 33). For a list of comments cited verbatim, please see Appendix B.

**Table 33: General Comments by Wibaux County Respondents**

	Count*
Need to curb declining population, town dying	5
Town needs new businesses, and improve existing ones	4
Need to utilize local resources	4
Tourism is a partial answer, has economic potential	4
Need to keep young people here, more involved	3
Town is not progressive	3
Need more jobs	2
Tourists spend little in Wibaux, don't need them	2
Wibaux has little tourism potential	2
A few locals rule everything	1
Community is stagnant	1
Montana needs a sales tax	1
Need more signs along interstate	1
Town needs a grocery store	1
Wibaux needs a small city tax	1
Wibaux needs government help/programs for promotion	1

\*Respondents could offer more than one comment.



## **Appendix A: Wibaux County Survey Instrument**

# **Resident Attitudes Toward Tourism in Wibaux County**



**Fall 2003**

**Institute for Tourism and Recreation Research  
The University of Montana  
32 Campus Drive #1234  
Missoula, MT 59812-1234**

**Part 1. Please indicate your involvement in the tourism industry in Wibaux County and the role you think it should have in the local economy.**

**1a** How much contact do you have with tourists visiting Wibaux County? Please ☒ **only one.**

☐ Frequent contact      ☐ Somewhat frequent contact      ☐ Somewhat infrequent contact      ☐ Infrequent contact

**1b** Which of the following statements best describes your behavior toward tourists in Wibaux County? Please ☒ **only one.**

☐ I enjoy meeting and interacting with tourists.      ☐ I am indifferent about meeting and interacting with tourists.      ☐ I do not enjoy meeting and interacting with tourists.

**1c** Which of the following statements best describes your job? Please ☒ **only one.**

☐ I currently do not have a job.      ☐ My place of work provides the majority of its products or services to tourists or tourist businesses.      ☐ My place of work provides at least part of its products or services to tourists or tourist businesses.      ☐ My place of work provides none of its products or services to tourists or tourist businesses.

**1d** Compared to other industries, how important a role do you think tourism should have in Wibaux County? Please ☒ **only one.**

☐ No role      ☐ A minor role      ☐ A role equal to other industries      ☐ A dominant role

**1e** What types of economic development would you like to see in Wibaux County? Please rank options 1 through 8, with 1 being the most desired.

Mining .....	<input type="checkbox"/>	Agriculture/Agribusiness .....	<input type="checkbox"/>
Wood Products .....	<input type="checkbox"/>	Retail/Wholesale Trade .....	<input type="checkbox"/>
Manufacturing .....	<input type="checkbox"/>	Services (health, businesses, etc.) .....	<input type="checkbox"/>
Tourism/ Recreation .....	<input type="checkbox"/>	Technology .....	<input type="checkbox"/>

**1f** In your opinion, how is the population changing in Wibaux County? Please ☒ **only one.**

☐ Population is not changing (please skip to PART 2)      ☐ Population is increasing      ☐ Population is decreasing

**1g** If you feel the population of Wibaux County is changing, how would you describe the change? Please ☒ **only one.**

☐ Too fast      ☐ About right      ☐ Too slow

**PART 2. The following questions are specific to Wibaux County. Please share your thoughts and opinions as they will be helpful in making informed decisions for your community.**

**2a** How important is Wibaux's downtown business and commercial district to developing tourism? Please ☒ **only one.**

☐ Not important      ☐ Somewhat important      ☐ Very important

2b What outdoor recreation areas or activities could be developed for the benefit of both residents and visitors?

2c What impressions do you want visitors to have of the town of Wibaux? *Please include both first and lasting impressions.*

2d What kind of tourism-related businesses should go in Wibaux's vacant buildings? *Please list all possibilities.*

Part 3. Questions concerning quality of life in your community.

3a

Please rate the current condition of each of the following elements of quality of life in Wibaux County.  
Please ☒ only one response for each item.

	Very Poor Condition	Poor Condition	Good Condition	Very Good Condition	Don't Know
Emergency services (police, fire, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums and cultural centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety from crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of roads and highways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure (water, sewer, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall community livability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and recreation areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall cleanliness and appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3b

Please indicate how you think the following elements of quality of life would be influenced if tourism were to increase in Wibaux County. Please ☒ **only one response for each item.**

	Negative Influence	Both Positive and Negative	Positive Influence	No Influence	Don't Know
Emergency services (police, fire, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums and cultural centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety from crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of roads and highways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure (water, sewer, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall community livability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and recreation areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall cleanliness and appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3c

Please indicate your level of agreement or disagreement with each of the following statements regarding tourism in Wibaux County and in the state of Montana. Please ☒ **only one response for each item.**

	Strongly Disagree	Disagree	Agree	Strongly Agree
I'd rather live in Wibaux County than anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I had to move away from Wibaux County, I would be very sorry to leave.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think the future of Wibaux County looks bright.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wibaux County is a good place for people to invest in new tourism development.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased tourism would help Wibaux County grow in the right direction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(continue on the following page)

**3c continued:**

**Please indicate your level of agreement or disagreement with each of the following statements regarding tourism in Wibaux County and in the state of Montana. Please ☒ only one response for each item.**

	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Agree</i>	<i>Strongly Agree</i>
Decisions about how much tourism there should be in Wibaux County are best left to the private sector rather than the public sector.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is adequate undeveloped open space in Wibaux County.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am concerned about the potential disappearance of open space in Wibaux County.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would support land use regulations to help manage types of future growth in Wibaux County.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism promotion by the state of Montana benefits Wibaux County economically.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If tourism increases in Wibaux County, my income will increase or be more secure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will benefit financially if tourism increases in Wibaux County.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I support continued tourism promotion and advertising to out-of-state visitors by the state of Montana.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe jobs in the tourism industry offer opportunity for advancement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vacationing in Montana influences too many people to move to the state.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In recent years, Montana is becoming overcrowded because of more tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My access to recreation opportunities is limited due to the presence of out-of-state visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If tourism increases in Montana, the overall quality of life for Montana residents will improve.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism increases opportunities to meet people of different backgrounds and cultures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourists do not pay their fair share for the services they use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I believe most of the jobs in the tourism industry pay low wages.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The overall benefits of tourism outweigh the negative impacts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**3d In your opinion, what is the primary advantage of increased tourism in Wibaux County?**

**3e In your opinion, what is the primary disadvantage of increased tourism in Wibaux County?**

**PART 4. Please tell us a little bit about yourself. Keep in mind that this survey is completely confidential.**

**4a How many years have you lived in Wibaux County?**

**4b How many years have you lived in Montana?**

4c What is your age?

4d Were you born in Montana? Please ☒ **only one.**  
☐ Yes ☐ No

4e What is your gender? Please ☒ **only one.**  
☐ Male ☐ Female

4f What is your employment status? Please ☒ **only one.**  
☐ Employed ☐ Home maker  
☐ Retired ☐ Unemployed or Disabled

4g How many people currently living in your house are employed?

4h If one or more are employed, please use the list below to let us know the type of work held by members of your household. Please ☒ **all that apply.**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Manufacturing           | <input type="checkbox"/> Health care              | <input type="checkbox"/> Armed services                    |
| <input type="checkbox"/> Wholesale/ retail trade | <input type="checkbox"/> Professional             | <input type="checkbox"/> Finance, Insurance or Real Estate |
| <input type="checkbox"/> Travel industry         | <input type="checkbox"/> Clerical                 | <input type="checkbox"/> Transportation, Communication or  |
| <input type="checkbox"/> Education               | <input type="checkbox"/> Restaurant/Bar           |  |
| <input type="checkbox"/> Services                | <input type="checkbox"/> Construction             |  |
| <input type="checkbox"/> Agriculture             | <input type="checkbox"/> Forestry/forest products |  |

Other:  
(Please Specify)

4i Please include any additional comments below.

**Thank you for your participation!**  
Please place your completed questionnaire in the  
postage-paid envelope and drop it in any mailbox.

## **Appendix B: Verbatim Wibaux County Comments**



The following are comments taken from the back page of the Wibaux County Resident Attitude Survey. The comments are given verbatim with no interpretation made. Only grammatical corrections have been made where necessary to facilitate understanding, as well as omission of undecipherable handwriting replaced by underscores (\_\_\_\_\_).

- At this point in time I believe tourism would be a great boost to the community economy. It's not the only boost we need, but it is a help. Armed with the knowledge and insight gleaned from other towns who've suffered through the pros and cons of tourism, Wibaux may truly come out ahead all the way around. Helping her (Wibaux) spread her wings with this new opportunity would be a wise investment.
- Rest area built does not provide benefits to Wibaux County. Tourists use the services and go on their way. Very little money is spent in Wibaux by tourists.
- Nothing to keep the young people here. I think it has more to do with attitude. They want to see different places. If a person has the money to invest, there is a lot a person could do here. Will take lots of work and patience.
- Bringing in tons of kids, mostly underage, to party is NOT any kind of economic development. People should be shut down for promoting this mess (Labor Day). I hate having my town with this reputation. We don't need more bars, or any activities promoting "Party on dude." Maybe a business could be set up to answer phones and take orders for some businesses (national), or to redeem coupons, like for example Kraft coupons or whatever. A business here to mail out the rebate checks after coupons are sent in.
- Senior citizens are not involved anymore. Our younger people have to reach out and work for the better of the county and city.
- I would like to see some development of small to medium business that would develop along with our tourism.
- The town of Wibaux is so poor; maybe we could create a small city tax that would help Wibaux with some improvements.
- We need to concentrate more on finding ways to keep Wibaux residents in Wibaux instead of worrying so much about tourism. I am moving away from Wibaux because there is no work here for my fiancé or myself.
- The current businesses could improve - the café could update its tired interior and be open on Saturday. It needs an easier access. Just cleaning up and maintaining their buildings would improve things. Having employees who smile and are courteous would be helpful. The new lighting downtown is wonderful. Tree planting would have been nice but business owners didn't want to clean up leaves once a year. This little town needs its people to take pride in ownership. The antique store is a wonderful example. The museum is terrific.
- We desperately need jobs here to keep our young people in Wibaux. It looks like our grocery store is becoming a reality - a blessing right now. Private sector jobs are our greatest need. We also have to stress to residents that their support of our local businesses is of utmost importance! We don't have much outside income, so the people here have to support their community if it's going to survive.
- Community needs federal, state, county, and city help to promote these programs be it financial and/or tax breaks.
- All business in Wibaux is barely making it. Costs have increased and business has decreased - the community is stagnant.
- It would be good to have more signs along the interstate advertising Wibaux as the first/last stop in Montana. Would be good to have more souvenirs available. Spruce up downtown, make brick buildings more uniform (remove false fronts, add awnings, trees, benches, banners).
- I own an old town sight east of Wibaux, and work in North Dakota.
- Tourism is a false economy. Wibaux has nothing "touristy" to offer - except its "wild town" identity. Medora, ND - 35 miles east - attracts tourists because of a rich investor who allows no or few local businesses. "Tourons" are aptly named.
- We'd like tourism to come to Wibaux County but we don't want them to stay.
- The survey was too lengthy and some questions were confusing.

- Treat every "guest" in our town with courtesy and dignity. Who knows, maybe they'll stay a week instead of an hour.
- I believe increased tourism would help support the existing businesses and hopefully encourage the start up of new businesses. We can't continue to lose between 10% and 20% of our population every decade and survive.
- Wibaux has the history and location (gateway to Montana and on interstate) but local businesses need to step up and start to be involved in improving their businesses and realizing the potential of tourism. Local people need to realize the town will die if we don't do anything or try new avenues.
- Montana needs a sales tax and do away with the personal property tax.
- Filled out to the best of my knowledge.
- A community center for local events, a small mall for small businesses.
- Too many old on the local boards. Need some younger people involved with new ideals. Otherwise this town will never change.
- I want to take your group on a tour of the museum. I was not happy the way the museum board chairman conducted the tour in October. She didn't know answers to questions and she skipped the Pierre Wibaux House, our most historical 111-year-old building. Wibaux and the county are full of history, beautiful scenery, wildlife, school champions and more. Many of our business people are Wibaux natives who came back home to live.
- The only jobs we have here are maintenance, unless you're a teacher or a farmer. Farmers can't afford to hire anyone. We need jobs, not tourists.
- Wibaux is a rural community, we want to stay that way, but because of the decline in the agricultural businesses we have to do something different. It could be hard to convince people that strangers coming here can be a good thing. Most people feel that they mind their own business and want others to do the same.
- We need a grocery store.
- I have a hard time expressing my feelings on paper, but I'd like to see more tourism in Wibaux County.
- The area is unfriendly toward strangers and shows no desire to be progressive.
- A few locals rule everything here and have no intent in progress therefore the town is dying. There is a poor attitude regarding any kind of growth.
- We are situated in the center of 3 Badland parks - Makoshika, T. Roosevelt, and Medicine Rocks. Custer's trail is through Wibaux. Beaver Creek had many beavers and dams once, when the trappers almost depleted them, the valley almost dried up so the beaver population is very important. My teens believe a large beaver sculpture would be great (the world's largest). Oilrig museum or information center. Pierre Wibaux was the world's largest cattle rancher so we could add murals, etc. to go with his statue. Cover other buildings with lava rock like the church.
- Something positive needs to happen in Wibaux. Tourism will help somewhat, but is only a partial answer. We need to address our declining population also in order to keep our school system viable. Light manufacturing might also be something to consider.
- I believe we need to utilize our resources and gifted individuals in this area—we have tremendous potential.
- Need to pave the remaining sections of the road from Wibaux to Sidney and from Ekalaka to Alzada to get Canadian tourists to take a shorter route on their way south. That would improve Richland, Wibaux, Fallon and Carter counties tourism issues.